

## REMARKS

New claims 19-28 are added, and claims 1-18 are canceled, without prejudice or disclaimer. Claims 19-28 are pending.

A substitute specification is attached herewith to extensively amend the translation of the original PCT application, for example, to add headings. A marked-up copy of the translation of the original PCT application is also submitted herewith, showing the amendments to the specification.

The abstract has been amended to be more than 50 words and less than 150 words.

The specification has been amended to insert a cross-reference to the priority PCT application, and to add appropriate headings.

The claims have been amended to clarify the language.

The amendments to the specification, abstract, and claims, including the substitute specification and the added new claims 19-28, are based on the international application as originally filed, so it is respectfully submitted that no new matter has been added.

In the office action, the abstract and specification were objected to. The abstract and specification are amended to overcome the objections, so reconsideration and withdrawal of the objections are respectfully requested.

In the office action, claims 1-18 were rejected under 35 U.S.C. § 112, second paragraph. Claims 1-18 are canceled, and new claims 19-28 are added which meet the requirements of 35 U.S.C. § 112, second paragraph, so reconsideration and withdrawal of the rejection under 35 U.S.C. § 112, second paragraph are respectfully requested.

In the office action, claims 8 and 11-17 were rejected under 35 U.S.C. § 101. Claims 8 and 11-17 are canceled, and new claims 19-28 are added which meet the requirements of 35 U.S.C. § 101, so reconsideration and withdrawal of the rejection under 35 U.S.C. § 101 are respectfully requested.

In the office action, claims 1-18 were rejected under 35 U.S.C. § 103(a) in view of U.S. Patent Numbers 5,572,653 to DeTemple et al. and 5,821,513 to O'Hagan et al.

Claims 1-18 are canceled. It is respectfully submitted that new claims 19-28 are patentable over the cited art, and so are in condition for allowance.

DeTemple discloses a system for communicating between a store computer and a plurality of locations in the aisles of a retail facility, to provide pricing information directly from a store computer to the location of various goods. The system in DeTemple suggests the tracking of shopping carts through a retail facility in the description of FIGS. 5-6 of DeTemple. However, DeTemple fails to specifically describe any tracking of shopping carts, and furthermore, DeTemple fails to disclose or suggest any customer guidance or customer input to a computing device associated with a shopping cart or basket, as in the present invention.

Furthermore, DeTemple fails to disclose all of the elements and features of the present invention, including a central computer programmed for customer assistance; a plurality of shopping containers, with each shopping container including a passive identification means for providing identity information that can be interrogated; at least one touch screen device arranged at the entrance to the sales area and connected to the at least one central computer, each at least one touch screen device allowing a customer to machine-readably identify at least one desired good or at least one desired group of goods, and to request help in finding the position of the associated sales shelves; a plurality of interrogating devices, with each interrogating device

included in a respective one of the at least one touch screen devices, with each interrogating device formed by a transmitter/receiver unit and in communication with the at least one central computer, with each interrogating device reading and conveying to the at least one central computer the identity information of a respective shopping container associated with the customer operating the respective at least one touch screen device, with each interrogating device adapted to identify and transmit to the at least one central computer the respective identity information of the respective shopping container entering an area associated with the respective interrogating device, with the plurality of interrogating devices being distributed over the sales area, and at least one of the plurality of interrogating devices being associated with at least one of the sales shelves; and a plurality of information output devices, as recited in the present invention.

O'Hagan discloses a portable data collection device mounted to a shopping cart and having an interactive touch sensitive visual display screen. However, the system of O'Hagan is totally different from the system of the present invention, since O'Hagan fails to disclose a central computer programmed for customer assistance; a plurality of shopping containers, with each shopping container including a passive identification means for providing identity information that can be interrogated; at least one touch screen device arranged at the entrance to the sales area and connected to the at least one central computer, each at least one touch screen device allowing a customer to machine-readably identify at least one desired good or at least one desired group of goods, and to request help in finding the position of the associated sales shelves; a plurality of interrogating devices, with each interrogating device included in a respective one of the at least one touch screen devices, with each interrogating device formed by a transmitter/receiver unit and in communication with the at least one central computer, with each interrogating device reading and conveying to the at least one central computer the identity

information of a respective shopping container associated with the customer operating the respective at least one touch screen device, with each interrogating device adapted to identify and transmit to the at least one central computer the respective identity information of the respective shopping container entering an area associated with the respective interrogating device, with the plurality of interrogating devices being distributed over the sales area, and at least one of the plurality of interrogating devices being associated with at least one of the sales shelves; and a plurality of information output devices, as recited in the present invention.

One having ordinary skill in the art would not look to DeTemple or O'Hagan for the elements, steps, and features of the present invention, since such prior art systems do not provide workable solutions as does the present invention to assist customers, since each shopping cart must be fitted with such very expensive and sensitive devices as in O'Hagan, which would entail hundreds or even thousands of such expensive devices and their associated costs, and which devices are subject to damage by rough handling of the devices, by intentional misuse, by rough handling of the shopping carts associated therewith, or by theft by customers. Therefore, any proposed combination of DeTemple and O'Hagan does not provide a customer assistance system which would make practical sense to implement in supermarkets.

On the contrary, the present invention provides for fitting shopping carts and baskets with a simple transponder which is an inexpensive solution, which is robust, and generally or completely invisible to customers.

Accordingly, the present invention of claims 19-28 is patentable over the cited art, so entry and favorable consideration of new claims 19-28, and reconsideration and withdrawal of the rejection are respectfully requested.

Entry and approval of the present amendment and allowance of all pending claims are respectfully requested.

In case of any deficiencies in fees by the filing of the present amendment, the Commissioner is hereby authorized to charge such deficiencies in fees to Deposit Account Number 01-0035.

Respectfully submitted,

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Date: June 6, 2008

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